GOVERNMENT OF INDIA
TOURISM
LOK SABHA

STARRED QUESTION NO:286
ANSWERED ON:10.12.2001
ROAD SHOW IN FOREIGN COUNTRIES
ASHOK KUMAR PATEL;RAMPAL SINGH

Will the Minister of TOURISM be pleased to state:

(a) whether the Government propose to organise `Road Show` in various foreigncountries with a view to making India a favourite destination from the tourism point of view;

(b) if so, the details thereof; and

(c) the names of the countries where such shows are proposed to be organised and the time by which these are likely to commence?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a), (b) and (c): Yes, Sir. After the downturn in tourism following terrorist attacks on World Trade Centre, New York, USA, the Ministry of Tourism set up a Task Force to deal with the fall out. One of the promotional tools recommended by the Task Force is to hold road shows in the more potential foreign markets. The Ministry is interacting withindustry and trade associations to finalise cost effective road shows in order to make India a more attractive tourist destination.